



## **I'm signed up to be a Team Captain...Now what do I do?**

Because we care about the health and well-being of our community, to limit possible exposure to communicable diseases, such as COVID-19, our 2020 NAMI Connecticut Walk will become a virtual event.

Virtual events happen all the time and you will be supporting our cause to help those in our community and bring awareness about mental illness. With your help this will be a fun and interactive online event but will also keep us safe through social distance not social isolation...Socialize and communicate via the net.

If you haven't already started, today is the day to create your team, grow your team, and solicit donations. Use your personal or team pages, social media and email to encourage family, friends, co-workers and neighbors to sponsor you no matter where they live.

You can simply walk, run, treadmill, hoola-hoop, jump, bike in or around your home, anything one person can do by themselves or that a family can do together.

- ✓ Use social media or send an email to as many co-workers, family members, neighbors and friends as possible to help spread the word about this important event. Encourage them to join your team and register online at <http://bit.ly/walks2020> . For those who choose not to register online they mail in their donations to our state office with your team information.
- ✓ If you have a workplace team, try to send a memo or email about the WALK to every employee in your company or organization. The memo should come from the highest level senior management that you can persuade to sign the memo (Don't be shy it's for a good cause!).
- ✓ You can still create your team T-shirt to show your unity from where ever you are on Walk day and help your team stand out loud and proud.
- ✓ Emphasize to your walkers the importance of personal fundraising. Let them know that the most effective way to raise money for the Walk is through a letter-writing, email campaign or social media to everyone they know. Give them examples, including your own letter.
- ✓ Communicate regularly with your Walk Team, letting them know what Team members are doing and who the top fundraisers are, etc.
- ✓ Do all you can to show your Walkers how much their support is appreciated and to make the Walk FUN!
- ✓ After the Walk, share with your Walkers how much your Team and the Walk overall raised for NAMI Connecticut. This information may be sent with a card, a letter, a Team photo taken the day of the event, or anything that clearly says to the Walker their fundraising success was appreciated and helped raised the necessary funds to support NAMI Connecticut's programs and initiatives.